

Company	Hashmeta Pte Ltd
Digital Solution Name & Version Number¹	DM Hashmeta Digital Enablement Packages - Package 1 - Paid Advertising + Content Marketing [3 Months]
Appointment Period	23 February 2023 to 22 February 2024
Extended Appointment Period²	23 February 2024 to 22 February 2025

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis (up to 1 week) Content Marketing Requirement Analysis		Per Hour	5.00		
Digital Marketing Strategy Development Content Marketing Strategy		Per Hour	3.00		
Digital Marketing Campaigns					
"Paid Advertising campaign (On Facebook/Instagram/TikTok - Minimum of 2 ads per Campaign)					
Scope of Work – - (a) Conversion tracking - (b) Ads copywriting & creatives a/b testing - (c) Engagement Rate Optimization - (d) Interest & lookalike targeting Target KPI : Cost per Click < \$1 Target ROAS: 120% to 300% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer) Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message)		Per Package	2.00		
Timeline: 3 weeks"					

Digital Asset Creation "2 x Webinars/Livestreaming (up to 1.5 hours per session)					
or					
6 x EDM					
or					
3 x blog articles (up to 600 words each)					
or					
6 x Short Videos (up to 2 mins each)		Per Package	1.00		
or					
10 x Facebook/Instagram/TikTok Posts (up to 300 words with visual)					
or					
1 Gamification					
or					
2 Infographics"					
Review and recommendation Monthly campaign report/Final Report		Per Hour	5.00		
4) Training					
Handover		Per Hour	2.00		
5) Others Not Applicable					
		Total		\$ 10,000.00	\$ 10,000.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant